



Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, and the Governor's March 15, 2020 Order imposing strict limitations on the number of people that may gather in one place, no in-person attendance of members of the public will be permitted at this meeting. Access via Zoom is provided for the required opportunity for public participation at the bottom of the agenda.

The Medway Cultural Council meeting was held via Zoom at 7 p.m. on January 19, 2021.

Medway Cultural Council's Marketing and Media Subcommittee

Present: Celeste Falcone, Jordan Warnick, Angelica Crosby, Jennifer Kendall and Judith Moffatt. Absent: Kim Blenkhorn and Karyl Wong.

1. Meeting started at 7:11.
2. Land acknowledgement made by Celeste.
3. November minutes reviewed and accepted, with a motion by Jordan and seconded by Jennifer.
4. Jordan discussed marketing materials. Car decals, bumper stickers, white pens - all would have logos, tag lines or instructions directing people to Facebook page and/or the Artist Spotlight website. Options were discussed, including magnets and clings. There was concern that certain kinds of decals and bumper stickers wouldn't be too popular with council members, as they are hard to remove. It was suggested that pens were a good idea to have as giveaways and car decal types of things could be purchased by the council members. The white pen was recommended, especially as a giveaway at a Medway Pride Day. Jordan will look into how much decal clings cost. Masks for council members were brought up as well. Celeste thought that it could be a good idea to have the pens on hand so that they are ready to go for an event. The price of the pens will decrease as we order more. QR codes were brought up as a way of directing people to more information about us. The use of QR codes will be researched.

5. Taglines were discussed. Should we have one and what should it be? “We support the arts!” had been suggested by Judith. Jordan made a motion of support for the tagline, with a second by Jennifer, to have the tagline be “We support the arts!” This will be made into a recommendation for an all-council meeting.
6. Celeste brought up the idea of an event for the unveiling of the Four Seasons painting series at the library once it is safe to do so. Jennifer will talk to the library about this possibility.
7. The Valentine’s Day themed library kit was discussed. February 3 was noted as the day for pickup. Posts on Facebook will be made on at least January 29 and February 1. The kits will be available at the library. A post on the website will be made. Kim will need to get the link up with the artwork that was sent. All the components for this kit are done, including the art, the text for media, and photo. Jordan will see what he can do about getting it in a newspaper, despite the late date. Celeste will get the information on the town website and on Facebook. Judith mentioned the creation of a spring design, in hopes of getting it into the newspaper.
8. An update was made about the virtual studio tour. We are waiting on the GIS coordinator to put all the pieces together. If we don’t hear from her by the end of the week, we will check in with her.
9. There was a discussion about Facebook and the optimal frequency of changes to the banner. It was determined that it should be done at least seasonally, as updates to the banner trigger updates in people’s newsfeeds. Angelica advised that we cannot have too many posts and that we should strive for more engagement on our posts with questions. Angelica offered to do these kinds of posts. Celeste suggested that we ask people we know to like the page and invite friends to it.
10. Meeting adjourned at 8:20

Respectfully submitted,
Jennifer Kendall